What is claimed is:

1. A method of preparing and managing media content access by consumers for a selected interval of time during which the content is offered to the consumers, the method comprising the steps of:

obtaining a media asset;

creating an item data structure;

associating the media asset with the item data structure;

associating metadata with the item data structure;

creating a first rollout data structure being operable for a selected interval of time;

selecting at least one item data structure to include in the first rollout data structure; and

storing the first rollout data structure at a storage location.

2. The method of claim 1, wherein said creating step includes configuring the first rollout data structure for a selected group of the consumers associated with the storage location.

3. The method of claim 1, wherein said selecting step is based on the viewing habits of the consumers.

4. The method of claim 1, wherein said selecting step is based on the demographics of the consumers.

5. The method of claim 1, further comprising the step of creating a second rollout data structure.

6. The method of claim 5, wherein said step of creating the second rollout data structure includes the sub-steps of copying the first rollout data structure and editing the copied rollout data structure.

7. The method of claim 5, further comprising the step of selecting item data structures for inclusion in the second rollout data structure so that the contents of the second rollout data structure is different from the contents of the first rollout data structure.

8. A method for creating and distributing a data structure for storing media content, the method comprising the steps of:

creating the data structure;

associating media content with the data structure based on selected criteria associated with a selected group of consumers; and

distributing the data structure to a storage location associated with the selected group of consumers.

9. The method of claim 8, further comprising the step of selecting an amount of time of media content programming to be included in the data structure.

10. The method of claim 8, further comprising the step of configuring the data structure to be accessible to the group of consumers for a selected interval of time.

11. The method of claim 8, wherein said distributing step includes the sub-step of distributing the data structure to the storage location accessible only by the selected group of consumers.

12. The method of claim 8, wherein said association step includes the sub-step of storing the media content in the data structure based on the demographics of the group of consumers.

13. The method of claim 8, wherein said association step includes the sub-step of storing the media content in the first rollout data structure based on the viewing habits of the group of consumers.

14. The method of claim 8, wherein said association step includes the sub-step of storing the media content in the first rollout data structure based on the geographical location of the group of consumers.

15. A method for managing the access to media content, the method comprising the steps of:

obtaining a plurality of media assets;

associating with each media asset parameters related to the treatment of the

media asset; and

offering the plurality of media assets to a group of consumers based on the parameters associated with each media asset.

16. The method of claim 15, wherein the parameters related to the treatment of the media asset include parameters related to the accessibility of the media asset to the group of consumers.

17. The method of claim 16, wherein the parameters related to the accessibility of the media asset to the group of consumers include a price of at least one of the media assets.

18. The method of claim 16, wherein the parameters related to the accessibility of the media asset to the group of consumers include a price range of at least one of the media assets.

19. The method of claim 16, wherein the parameters related to the accessibility of the media asset to the group of consumers include a contract window of at least one of the media assets during which the media asset is available for offering to the group of consumers.

20. The method of claim 16, wherein the parameters related to the accessibility of the media asset to the group of consumers include a parental control of at least one

of the media assets for restricting access to a content rating.

21. The method of claim 15, wherein the parameters related to the treatment include parameters related to the distribution of the media asset to the group of consumers.

22. The method of claim 21, wherein the parameters related to the distribution of the media asset to the group of consumers include encryption of at least one of the media assets.

23. The method of claim 21, wherein the parameters related to the distribution of the media asset to the group of consumers include a bit rate requirement of each media asset.

24. The method of claim 21, wherein the parameters related to the distribution of the media asset to the group of consumers include a type of network useable for each media asset to be communicated through.

25. The method of claim 15, further comprising the step of associating an advertisement with at least one of the media assets.

26. The method of claim 15, further comprising the step of generating a report to indicate the availability of each media asset to be offered to the group of consumers.

27. A system for managing media content, the system comprising:

a memory for storing units of media content, the media content having different categories; and

a processor adapted to associate selected units of media content of different categories with at least one item data structure having a plurality of fields, each field adapted to correspond to any one of the different categories of media content.

28. The system of claim 27, wherein each unit of media content is associated with a unique identifier and each field is associated with a unique field identifier, said processor being adapted to associate the unique identifier of a unit of media content with the unique identifier of a field.

29. The system of claim 27, wherein each unit of media content is associated with a unique identifier and each item data structure is associated with a unique identifier, said processor being adapted to associate the unique identifier of a unit of media content with the unique identifier of an item data structure.

30. The system of claim 29, wherein said processor is adapted to include at least one selected item data structure in a package data structure based at least in part on the unique identifier of each selected item data structure, said package data structure being adapted to deliver each selected item data structure to a database accessible by consumers.

31. The system of claim 27, wherein the quantity of fields is determined based on a category of a media asset to be associated with the item data structure.

32. The system of claim 27, wherein at least one of said fields corresponds to a category of metadata.

33. A system for managing media content, the system comprising:

a processor adapted to associate selected item data structures with a rollout data structure for delivery to a database accessible by consumers, each selected item data structure having media content associated therewith, said rollout data structure being accessible by the consumers for a selected interval of time.

34. The system of claim 33, wherein said processor is adapted to associate each selected item data structure with the rollout data structure using a unique identifier associated with each of the selected item data structures.

35. The system of claim 33, wherein said rollout data structure is un-editable while being accessed by the consumers.

36. A method for associating media content with an item data structure, the method comprising the steps of:

providing an item data structure having a plurality of fields corresponding to any one of a plurality of different categories of media content, each field having a field identifier;

associating media content of a first category with a first one of the fields; and

associating media content of a different category with at least a second one of the fields.

37. The method of claim 36, further comprising the step of configuring the item data structure based on a category of at least one media asset to be associated with the item data structure.

38. The method of claim 37, wherein said configuring step includes determining the quantity and variety of fields to be included in the item data structure.

39. The method of claim 36, further comprising the step of assigning a unique identifier to the item data structure for tracking the item data structure.

40. The method of claim 39, further comprising the step of assigning a unique identifier to the media content, wherein each association step includes the sub-step of associating the media content identifier with the identifier of the item data structure.

41. The method of claim 39, further comprising the step of selecting at least one item data structure for association with a package data structure corresponding to at least one item data structure to a database accessible by consumers.

42. The method of claim 36, further comprising the step of assigning a unique identifier to the media content, wherein each field identifier is unique and each association step includes the sub-step of associating the media content identifier with the unique field identifier.

43. The method of claim 36, wherein said step of associating media content with the first one of the fields includes associating an advertisement with a field corresponding to an advertisement category.

44. The method of claim 43, further comprising the step of associating a link between the advertisement and an entity associated with a subject matter of the advertisement.

45. The method of claim 44, wherein said step of associating a link includes associating an Internet protocol link with the advertisement.

46. A data structure for multiple categories of media content, the data structure comprising:

a plurality of fields, at least a first one of said fields corresponding to any one of a plurality of different categories of media content, the category of media content corresponding to said first one of said fields being different from the category of media content corresponding to another one of said fields; and

a unique identifier associated with the data structure.

47. The data structure of claim 46, wherein at least one of said fields corresponds to a selected category of metadata.

48. The data structure of claim 46, wherein each field has a unique identifier and the media content has a unique identifier to facilitate association with the field identifier of the field corresponding to the category of the media content being associated therewith.

49. The data structure of claim 46, wherein the media content has a unique

identifier to facilitate association with the unique identifier of the data structure.

50. The data structure of claim 46, wherein at least one of said fields corresponds to a category of media assets.

51. The data structure of claim 46, wherein the quantity and variety of fields present in the data structure are based on a selected category of at least one media asset to be associated with the data structure.

52. A method for creating an item data structure, the method comprising the steps of:

creating the item data structure having a number of undefined fields;

obtaining at least one media asset for association with the item data structure;

defining at least one of the fields based on a category of the at least one media asset to create at least one defined field;

associating an identifier with each defined field;

associating media content with each defined field; and

storing the item data structure in a database.

53. The method of claim 52, further comprising the step of selecting a category of media content for each defined field.

54. The method of claim 53, further comprising the step of selecting a category of metadata for at least one of the defined fields.

55. The method of claim 52, further comprising the step of associating a unique identifier with the item data structure for facilitating the organization of the item data structure in relation to other item data structures.